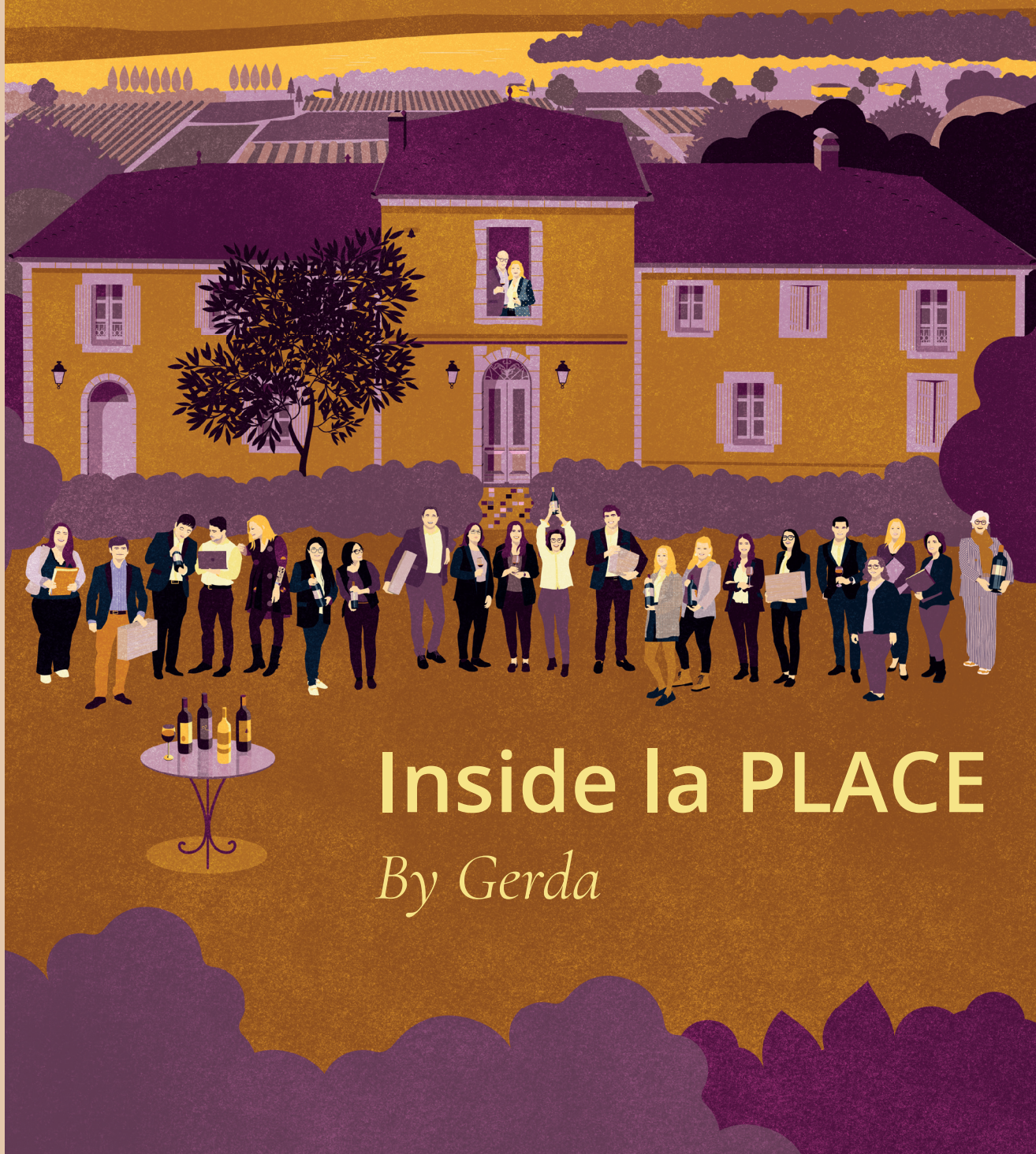


# ROLAND COIFFE & ASSOCIÉS



## Inside la PLACE

*By Gerda*





Gerda BEZIADE

## Introduction to “Inside La PLACE”

**I**n addition to being a négociant in the 21st century on a day-to-day basis, we wished to bring you through “**Inside La PLACE by Gerda**” more information on the chateaux or domaines we work with. We want to share our exchanges with the women and men who make the wines, in order to better understand the future opportunities of the market.

Gerda BEZIADE joined **Roland Coiffe & Associés** for this purpose. Gerda has an incredible passion and a perfect knowledge of Bordeaux acquired within prestigious négociants over 30 years.

Since October 2021, Gerda met face-to-face nearly a hundred key people who make the greatest wines possible.

“**Inside La PLACE**” informs you on:

- Chateaux and domaines news,
- The positioning of the brand and the vision of the winemaker for its wines,
- Planned projects: technical, marketing, or commercial,
- Wine tasted during the interview,
- Upcoming releases, stocks and vintages for sale,
- Sales support materials at your disposal,
- Sometimes, anecdotes of the persons met. Our approach is business focused.

It is about transmitting precise information in order to lead you and your final customers to make the best choices towards the finest wines.



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et les Professionnels du vin "Inside La PLACE"

\* Personal interviews





# “NEGOCIANT IN THE 21ST CENTURY

ROLAND COIFFE

Founder & CEO

Met by Gerda at our office

**Gerda: Why did you start "Roland Coiffe & Associés", a new negociant house, back in 2008?**

**Roland COIFFE:** In the 90s, I was fascinated by the development of Asian countries. I started my career in a large strategy consulting firm, where I had the opportunity to live and work with major business leaders between Singapore, China, Thailand and the Philippines. Then, my passion for wine brought me back to Bordeaux. I started in the wine trade business with the 2000 vintage en-primeur campaign.

It was in October 2008, after learning the business, that I decided to create my own company to meet a need that I felt in Asia, a region that I knew well and that I appreciated. The Asian clientele was small at that time and required both reactivity and support, but also precision in interactions and empathy in exchanges. We started with little capital, and a desire to offer a disruptive approach to the negociants dealing with exports at the time. Our “raison d'être” was to deliver a very strong customer-service, based on two main aspects:

- Proposing targeted offers and relevant quotations, thanks to a thorough knowledge of the fine wine market,
- Having a responsive logistics service with adaptability and reactivity.

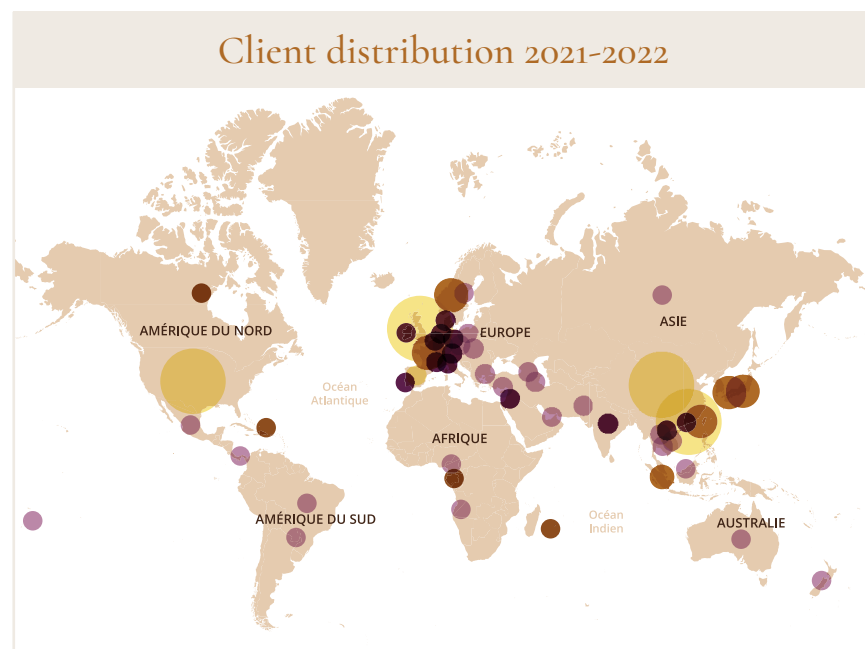
**Gerda: You started during the financial crisis. How were the launch, and the first years of the company?**

**Roland COIFFE:** Very good. We quickly realized that it was working: customers quickly trusted us, first in China, because new business was there. Then naturally, we duplicated these methods in the rest of Asia, the United States, and today all over the world. We went to meet our clients face to face during our tours, with

my children a few times. We did a lot of wine-fairs, up to 6 a year.

The chateaux also perfectly understood our added-value. They trusted us year after year, offering us more primeur allocations and larger batches of ready to drink wines.

This differentiating approach, compared to more traditional Bordeaux methods, is still at the heart of our strategy. We do not aspire to “do like the others”. On the contrary, we like to cultivate our difference, it is what keeps us going.



# ROLAND COIFFE & ASSOCIÉS

**Gerda: What did you learn from these 15 years of entrepreneurship?**

**Roland COIFFE:** The professionalisation of our “Place de Bordeaux” has been an incredible opportunity. Bordeaux is a unique ecosystem, which inspires by the amazing quality and diversity of its wines. Our company has found its role in this environment. Today, our market engineers are able to recommend wines every day to their clients in a fast, direct and efficient way: this is where the real prescription is made, at our level.

The acceleration and increased complexity of our business: whether it is inventory management, order processes, export procedures, handle customs barriers, not to mention supply chain tensions or travel restrictions. More than ever, the “négoce of Grands Crus” is a job of experts where only an elite is able to deliver high service to its customers, and widespread distribution to the chateaux.

**Gerda: Can you describe the company today with some figures?**

**Roland COIFFE:** “Roland Coiffe & Associés”, 100% family-owned and independent, has an international team of 23 people, led by my wife Golwinne, and myself on a daily basis. We are located near Bordeaux, from where we supply 500 professionals in the wine industry. The company sells about 1.5 million bottles of fine wines each year to 50 countries on all continents.

• On our customer side, we work with high-end distributors: mainly importers, distributors or retailers, whose clientele is divided between fine hotels, restaurants, wine bars, and/or the supply of private customers' cellars. Travel-retail via duty-free networks, is also a significant segment of our business. E-Retail is an emerging sector too.

• On our wine-range side, our sales price of 60€ per bottle ex-cellar illustrates the focus of our fine wine, a choice we made since the beginning. We have now all the finest Bordeaux in our portfolio, whom we work closely with. Our DNA is in Bordeaux as I come from a family who owns chateaux in the Médoc. Also, during the last 4 years, we expanded our range outside Bordeaux, to famous estates that work with the same spirit. Whom are therefore likely to interest our clients: They are mainly in Rhône, Italy, Chile and Argentina.

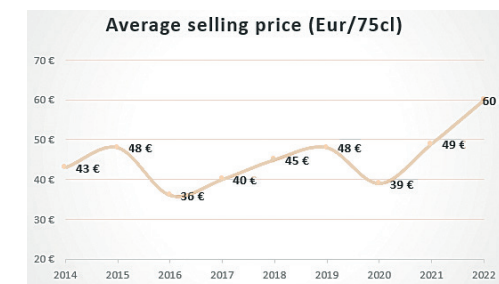
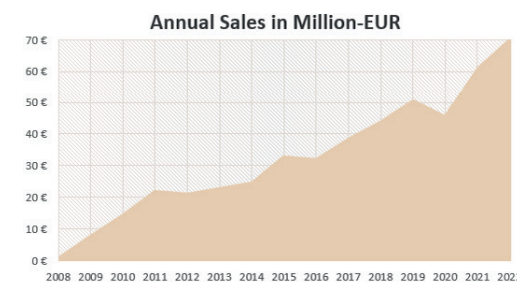
**Gerda: How did you become a key player in La Place de Bordeaux in such a short time?**

**Roland COIFFE:** 15 years is already a long time!...Are we the cheapest? In an open-market business, it is technically impossible. Are we the richest or the biggest? We have certainly built up a decent inventory of Crus Classés, but being a Bordeaux negociant today also means giving access to a variety of “ex-chateau” stocks from the greatest estates, and not holding back. So being highly capitalized, is not a sufficient advantage today.

From the beginning, we have specialized almost exclusively in fine wines. We like buying and selling wines every day. We are not an investment fund.

We are “experts” who know every aspect of the wines our clients are likely to buy: Understanding the market environment of a wine, knowing stocks and prices, feeling the strategy of an estate, and seeing its potential... are skills that require many years of learning. Supplying fine wines requires years of experience. A salesman who pushes a wine with a price to his customers does not inspire confidence!

There is no miracle: everything is about “What should we do, to make our customers successful?” Every action we do day after day at the office is designed



to answer this question. Moreover, the business has changed lately, wines are more expensive, and we have to be able to manage more and more “picking”, and sales of only a few bottles.

The trust we have gained from customers has enabled us to build very strong credibility with the estates. One of the duties of a negociant is to meet the winery's aspirations to offer an international distribution of excellence: work on all continents, develop close relationships with leading importers, and ensure that wines reach, via our clients, the most beautiful cellars or the most beautiful tables, both those of restaurants and those of private individuals, throughout the world.

In summary, I assume Roland Coiffe & Associés is growing because the company is useful and in line with current expectations.





## Gerda: What are the secrets of your organization?

**Roland COIFFE:** First of all, our organization is almost horizontal, with no hierarchy, very few meetings, and above all, decisions must be taken fast. In a merchant company, there can be a gap between sales and administration. With us, this is not acceptable: there is no such administration, but we are structured in pools: sales, finance, service. We work more on project mode: our customers have one contact, but 3, 4, or even 5 people can contribute to a task for a customer, to ensure an efficient and fast service. The opening hours of the offices are very wide, our employees all have different schedules depending on their personal lives. This allows us to be reachable on all continents during day time.

At Roland Coiffe & Associés, customers deal with “market engineers”; we do not have “sales-people” who push their merchandise. Instead, we aspire to be a trusted entity that builds and develops a transparent and sustainable relationship with our clients. For example, I have known some of our clients for 20 years, we have grown together, and I try to provide them with the wines and the associated service that will allow them to be better in their market in the long term. My team is trained with this approach and empathy. Moreover, the company's organization

is centered around customers: a team of 23, who are experts in their field: tasting, buying, marketing, stock management, and delivery. We develop specialized employees who cultivate their preferred field, in order to develop their own skills. Customer service has always been my priority, we believe in listening, multidisciplinary and responsiveness. No bullshit-jobs at RCA [hahaha!]. We also have high-level tools, especially in IT, with programs developed in-house to make daily life easier, make work less boring, encourage well-being at work, and reduce task redundancy.

Since the beginning, “clean-desk policy” was introduced, a method I had learned at Accenture. These practices are definitely not superfluous and they contribute to cohesion. As early as 2012, we implemented a profit-sharing policy allowing all our employees to benefit from the company's results. My goal has been to build a solid “client-oriented” team, leaving nothing to chance, because it's not so easy, in many countries, to import and sell fine wines: we are here to support customers and minimize their risks too!

## Gerda: What are your upcoming challenges and future projects?

**Roland COIFFE:** I see 3 main challenges:

- Continue to modernize our company, and thereby contribute to the renewal of our industry.

- Develop our business, while being eco-responsible.
- Continue to talk business to our customers, especially through our interviews “**INSIDE LA PLACE**”.

Our employees have gained incredible experience and skills over the past three years, we will continue, and even accelerate.

We are very attentive to our team's training on a daily basis, and we are continuing to develop strong IT tools. Today, our customers expect immediate and relevant answers. We don't work as we used to 10 years ago. Every day, a market engineer may interact with thirty different people. At the same time, our service team can efficiently manage about 50 purchases or deliveries, and ship up to 20 orders; often these are complex, multi-reference export shipments, with each destination country having its own specificities.

Golwinne, my wife, who's a medical doctor, comes from a family of breeders who had made the choice of organic farming and cultivation on living soil back in the 90's. In 2013, naturally, we converted our vineyard to organic viticulture. Our office moved to the estate in Quinsac: we are now in the countryside, surrounded by meadows and vineyards. Our team is connected to nature, this is important for us, as we market an agricultural product. The



family character of our structure is fundamental. I work with my wife, but also Xiaotong and Ming, and 4 of my team members come from the same family who are friend of us. The majority of our staff members lives in town or nearby, some come by bike or even walk. Proximity was a choice of recruitment. We have equipped our remote employee with an electric car. In 2021, we have planted almost 2 hectares of trees around the office. In 2023, Roland Coiffe & Associés will continue in this direction by optimizing all aspects of the company to reduce our carbon footprint. We already started several projects to optimize wine's

transport and storage impact. We are also working to better choose our consumables, reduce our waste and maximize the recyclable part. Educating, talking about it, every gesture counts, it's amazing how we have already changed our practices. We think differently about our travels, our consumption, we are certainly not doing enough, but the process is underway without dogmatism or greenwashing. Finally, we continue to invest and communicate via our personal interviews: “**INSIDE LA PLACE**”. We have chosen to provide substance and material to all our clients. Since October 2021, we have met with more than 95 personalities

who make Bordeaux and the world of fine wine. “**INSIDE LA PLACE**” is sent to more than 20,000 people around the world: customers, importers, distributors, sommeliers, but also journalists and wine lovers. Everything is “homemade”. All of the interviews are freely available in French, English and Chinese on our website. The objective of these one-to-one meetings is to answer our customer's questions, to provide merchants and their staffs with arguments, and ultimately sell better.

## Gerda: How do you see 2023?

**Roland COIFFE:** Uncertainty is everywhere, but that has always been the case since 2008, so nothing really new. We are currently witnessing 3 vectors of change that will have a strong impact on the management of our companies: (1) rising costs of raw materials, labor, and financing, (2) ecological awareness, (3) accelerated digitalisation of organisations and interactions. It is up to us, to know how to manage that.

Finally, the 2022 vintage in Bordeaux is totally out of the ordinary. I think I'm right if I predict that the number of visitors for en primeur tastings next April will be similar to, or even higher than pre-Covid attendance... So let's get ready now to welcome everyone! ■







November 12th, 2021

## CHÂTEAU BRANE CANTENAC

2<sup>ème</sup> Grand Cru Classé en 1855, Margaux

Henri Lurton  
Owner

## Stay young while you age

My wines stay young for a very long time. They have unique aromas of black fruits and flowers. They have a fascinating aromatic power; they are balanced. Brane is a wine that does not leave you indifferent. It is a wine with an incredible tannic structure, supple but also concentrated and dense.



”



November 23rd, 2021

## CHÂTEAU CHEVAL BLANC

1<sup>er</sup> Grand Cru Classé, Saint-Emilion

Arnaud de Laforcade  
Commercial and Financial Director

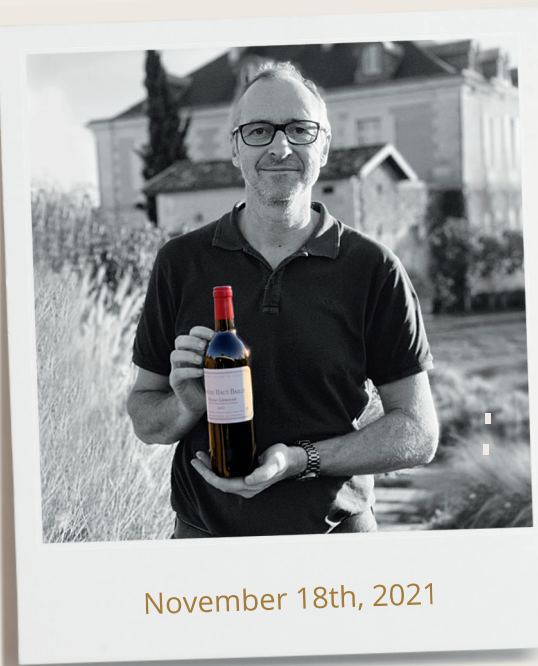
## Make Mother Nature even more beautiful

There are very few wines on the planet that can offer both sophistication and power. Cheval Blanc offers great emotions reaching this balance. We are not trying to make a wine that only pleases, but a wine that is true to itself and we have to do everything to make it understood.



“Cheval Blanc offer a balance between finesse and strength. We are not trying to make a wine that only pleases, but a wine that is true to itself.”

”



November 18th, 2021

## CHÂTEAU HAUT BAILLY

Grand Cru Classé de Graves, Pessac-Léognan

Gabriel Vialard  
Technical Director

## The Futuristic Cellar at the service of the Grand Classicism

Haut-Bailly combines power and finesse. The spirit of Haut-Bailly is marked by excellence and discretion. We are doing everything we can to reach them. It is concerning the style of the wine, as well as the label and our brand universe.



“Haut-Bailly’s spirit is characterized by excellence and discretion. Our wines stand out by their elegance, purity and their tremendous ability to age.”

”



November 30th, 2021

## CHÂTEAU CARBONNIEUX

Grand Cru Classé de Graves, Pessac-Léognan

Marc Perrin  
Commercial Director

## 4th Generation at Carbonnieux, a family Business

Our dry white is a perfect balance between Sauvignon Blanc and Semillon. Its strength is that it can be drunk young but that it is also suitable for great aging. It is a fascinating wine. Our red has a strong identity. It is a wine that reflects the great personality and the quintessence of the terroir. We want to stay loyal to our style: elegance, balance and freshness.



”





December 3rd, 2021

## CHÂTEAU LYNCH BAGES

5<sup>ème</sup> Grand Cru Classé en 1855, Pauillac

**Malou Le Sommer**

Deputy Director (until 2021)

# “Lynch Bages Forever

The most important thing for Lynch Bages is the quality and the variety of our distribution. Our wines stand out by their constant quality, their generosity and their power.



December 14th, 2021

## CHÂTEAU PAPE CLÉMENT

Grand Cru Classé de Graves, Pessac-Léognan

**Bernard Magrez**

Owner

# “Never Give up!

I want Pape Clément to be considered as an “Icon” and a wine going beyond the exceptional. It has an atypical terroir for the Pessac Léognan appellation. There is clay predominance to the east of the vineyard. This clay is suitable for the production of great white and Merlot and brings depth and flexibility to our first wine.



December 9th, 2021

## CHÂTEAU LÉOVILLE POYFERRÉ

2<sup>ème</sup> Grand Cru Classé en 1855, Saint-Julien

**Sara Lecompte Cuvelier**

General Manager

# “Dynamic and excellence, from the beginning

Since 2010 we have made great progress in quality and consistency, as the vertical tastings undeniably proves. We are always looking for more precision in our wines, and we are in constant search of quality. Unique terroir of Saint-Julien gives great finesse to our wine with elegant tannins and bright fruits.



December 20th, 2021

## CHÂTEAU GISCOURS

3<sup>ème</sup> Grand Cru Classé en 1855, Margaux

**Alexander Van Beek**

General Manager

# “The Dutch touch

Giscours has a real identity: firstly thanks to the terroir, but also thanks to the human beings and the natural environment (lake, fields and our animals). It is a micro-cosm and a 400 hectares biodiversity reserve including 200 hectares of forest, which is a unique strength in the Medoc. Even though Giscours is a strong brand, it has to raise this profile even higher and to make it know all over the world.







January 6th, 2022

## CHÂTEAU LASCOMBES

2<sup>ème</sup> Grand Cru Classé en 1855, Margaux

**Dominique Befve**  
General Manager (until 31 oct. 2022)

## “The “self-made man” of Lascombes



*Lascombes is one of the most concentrated wines of its appellation. I make the wine I love. This is why I am working with Michel Rolland since 2001. We want our wine prices to match the quality in the bottle. However, it must remain affordable. Wine should be consumed with pleasure!*



January 19th, 2022

## CHÂTEAU PICHON LONGUEVILLE BARON

2<sup>ème</sup> Grand Cru Classé en 1855, Pauillac

**Xavier Sanchez**  
Commercial and Marketing Manager

## “The Baron’s power



*Pichon Baron is a wine with a typical Pauillac style because of its tannins. It has a strong personality. For 4 years we have made 100 % of pre-fermentation maceration for a natural extraction during one to several days. Since 2017 we have made amphoraes aging. All of this brings more elegance and finesse to the wine by keeping this typical structure for Pichon Baron.*



## “Love for the land



*Lagrange is a historical wine estate of 118 hectares that have not changed for 400 years. This is unique. Château Lagrange still comes from the same 40 hectares. Our wines can be drunk after 5 or 6 years but they also have a true potential for aging. The power and the finesse are our wine characteristics but also with the creamy mid-palate. Our strength is to make good wines in small vintages and to be the best value for money in the appellation.*



## CHÂTEAU LAGRANGE

3<sup>ème</sup> Grand Cru Classé en 1855, Saint-Julien

**Matthieu Bordes**  
General Manager - Winemaker



January 28th, 2022

## CHÂTEAU CLINET

Pomerol

**Ronan Laborde**  
Director & Owner

## “Generosity in Pomerol



*Clinet has elegant power. It is a wine that lines the whole mouth; it is velvety and has a rather particular thickness in the middle of the palate. Each year, we begin with a white page we must fill up. It takes a lot of hard work to make an exceptional Fine Wine.*







February 3rd, 2022

## CHÂTEAU PONTET CANET

5<sup>ème</sup> Grand Cru Classé en 1855, Pauillac

**Justine Tesseron**  
Co-Owner & Director

## In the Depths of Biodynamics

*The biodynamics approach is a great asset that helps the terroir to be at its best and give the best products. The aromatic palette is becoming wider. Our wines have balance, freshness, and fruit's purity thanks to our biodynamics method.*



February 11th, 2022

## CHÂTEAU TALBOT

4<sup>ème</sup> Grand Cru Classé en 1855, Saint-Julien

**Jean-Michel Laporte**  
General Manager

## The strength of Talbot

*Talbot is not the most powerful wine in Bordeaux, it distinguishes itself by pure aromas, good balance, tannic structure, and good acidity. We want the grapes to reach maturity with the best quality and quantity. We also want Talbot to be seen as a Château of excellence.*



February 8th, 2022

## CHÂTEAU SMITH HAUT LAFITTE

Grand Cru Classé de Graves, Pessac-Léognan

**Florence Cathiard**  
Owner

## Inside Smith Haut Lafitte

*Our wines belong to a specific area, they are unique and secant by their organoleptic characters. They are unique by their tensions and their minerality that comes from our terroir.*

*We are not looking to control nature but only find harmony with it. We are just pawns in a history that lasts for more than 655 years.*



February 15th, 2022

## CHÂTEAU FLEUR CARDINALE

Grand Cru Classé, Saint-Emilion

**Caroline & Ludovic Decoster**  
Commercial Director & Operations Manager, Co-Owners

## The inseparable duo

*We are lucky that the Château is located in the colder part of Saint Emilion, on the East side of the appellation. This first quality is accentuated by the fact that the majority of our parcels are located in the northern area of a clay-limestone plateau, with a diversified topography. It gives complex wines in the glass with full and generous fruit – as the vines never suffer from drought in summer. Also, we are lucky our distribution is spread worldwide – our wines are distributed by the Place of Bordeaux in 80 countries.*







February 17th, 2022

## CHÂTEAU LAROQUE

Grand Cru Classé, Saint-Emilion

David Suire

Managing Director

## “The magic of limestone

Laroque has crossed the centuries, with ups and downs, while always remaining standing. It is a force of nature. The brand Laroque is going to grow in consumers' minds, to become a reference.

Laroque's biggest strengths are its identity, its limestone soils, and its beautiful landscapes.



”



February 25th, 2022

## CHÂTEAU MALARTIC LAGRAVIÈRE

Grand Cru Classé de Graves, Pessac-Léognan

Jean-Jacques Bonnie

Co-Owner & Director

## “The new era!

We want Malartic Lagravière to be known thanks to its exceptional terroir quality. We aim for excellence and our terroir deserves to be recognized as such. It takes time because many years pass between the production of a vintage and the moment when the customer discovers it in the glass.



”

## “In the heart of the family

Château Gazin is a true Pomerol. It is mature. There is no over-ripening or over-extraction. It is delicate, fresh, and well-balanced despite the increasing alcoholic strength. This is the power of our terroir...



February 22nd, 2022

## CHÂTEAU GAZIN

Pomerol

Nicolas de Baillencourt

Co-Owner & Director



”



March 1st, 2022

## CHÂTEAU RAUZAN GASSIES

2<sup>ème</sup> Grand Cru Classé en 1855, Margaux

## CHÂTEAU CROIZET BAGES

5<sup>ème</sup> Grand Cru Classé en 1855, Pauillac

## “Love between Margaux and Pauillac

Rauzan-Gassies has a very expressive personality. The wood brought during the aging is subtle and controlled. Its role is to serve the fruit! The wine is deep thanks to the high percentage of Cabernet Sauvignon in the blend. This year we have bought 2 amphorae for the ageing. They will bring more finesse to our wines.



”

Anne-Françoise Quié  
Co-Owner & Commercial  
and Marketing Manager





March 4th, 2022

## CHÂTEAU FIGEAC

1<sup>er</sup> Grand Cru Classé, Saint-Emilion

Frédéric Faye  
General Manager

# “The prodigious Figeac



We want Figeac to be recognized for the singularity of our encepagement. It is unique in Bordeaux (1/3 cabernet sauvignon, 1/3 cabernet franc, 1/3 merlot). Our recent accomplishment is the new wine cellar! With this new investment, the work environment has changed completely for the workers (lighter, more space). The quality of the vinification improved as well. We can do more plot-by-plot vinification.



”



March 11th, 2022

## CHÂTEAU LATOUR

1<sup>er</sup> Grand Cru Classé en 1855, Pauillac

Jean Garandeau  
Commercial & Marketing Director Artemis Domaines

# “The Pauillac’s exception



All the estate has been certified organic since 2018 and vines from the Enclos (the 47-hectare land next to the Gironde) are managed according to biodynamic principles. Agroforestry and agroecology are also our priorities. We plant trees, hedges and we build nest boxes, to stimulate biodiversity in our vineyards. We need to make this heritage sustainable.



”



March 8th, 2022

## CHÂTEAU LES CARMES HAUT BRION

Grand Cru Classé de Graves, Pessac-Léognan

Guillaume Pouthier  
Director & Winemaker

# “The singularity



We like to describe the Château with 4 criteria: The only property in town, in Bordeaux, The only property on the left bank to do a blend with a majority of cabernet franc (40%), Partial vinification in whole bunches, We make an infusion instead of an extraction. All these criteria make Les Carmes Haut-Brion a very great wine with a strong singularity. It has great aromatic brilliance, great drinkability, and a saline finish.



”



March 16th, 2022

## SEÑA & CHADWICK

Chile

Thomas Beaucousin  
Commercial Director EMEA

# “The Diamond of the Andes



Seña is produced in the Aconcagua Valley, 60 km north of Santiago. It is a property located in a natural reserve. It is the first biodynamic wine in Chile since 2005! Viñedo Chadwick is located in the Maipo Valley, 20 km southeast of Santiago. The soil is made up of gravel and alluvial deposits from the Quaternary period of the Maipo river. It has an exceptional freshness despite its overexposure due to its very flat terroir.



”





March 21st, 2022

## CHÂTEAU D'YQUEM

1<sup>st</sup> Grand Cru Classé Supérieur en 1855, Sauternes

**Mathieu Jullien** (left), Marketing & Sales Director  
**Lorenzo Pasquini** (right), Estate Manager

## The new strategy of Yquem

We have a new challenge for which a new strategy has been prepared to create desire and emotion for the customers. Château d'Yquem has the capacity to charm every generation and adapt to all palates. Already bottled, it has a magnificent expression and great drinkability. There is always a positive reaction when customers drink Yquem.



March 29th, 2022

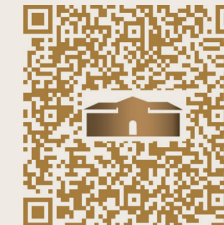
## CHÂTEAU LA GAFFELIÈRE

1<sup>er</sup> Grand Cru classé, Saint-Emilion

**Alexandre de Malet Roquefort**  
Director & Co-Owner

## Exceptional simplicity since 1705

We want to offer our consumers a high-quality wine with a consistent style that has never ceased to aim for elegance and finesse. We have had HEV certification since 2018. In 2022, we are starting a major agroecology project that will last for a long time. We are therefore going even further to respect nature and promote the reduction of greenhouse effects: with less, or even no, soil work. We are also going to plant trees and hedges to encourage and protect biodiversity in our vineyard.



March 24th, 2022

## CLOS FOURTET

1<sup>er</sup> Grand Cru Classé, Saint-Emilion

**Matthieu Cuvelier**  
Director & Co-Owner

## The high-class!

Clos Fourtet is unique because it is elegant and refined. It has never been in the fashion of extracted wines. We have always followed our roadmap: Clos Fourtet must reflect its limestone terroir which gives an aerial, fresh, vibrant, and complex side. This limestone soil is a great terroir, but also a sensitive one that needs lots of attention and delicacy.



March 31st, 2022

## CHÂTEAU BEYCHEVELLE

4<sup>ème</sup> Grand Cru Classé en 1855, Saint-Julien

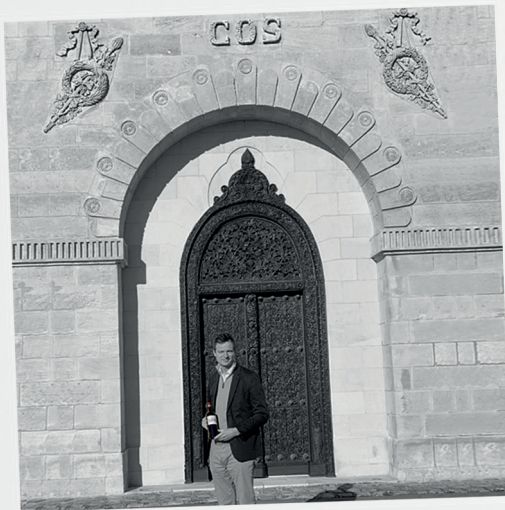
**Philippe Blanc**  
General Manager

## In charge of Beychevelle since 1995

Beychevelle was a trusted brand in the 60s/70s. It is becoming an essential brand. It is our job to comfort people and convey an image of excellence. The wines have a real identity, a real style, and a singularity. They are generous, with voluptuous tannins. It is a wine that knows how to highlight the vintage effect while keeping its deep DNA. The style of Beychevelle will never fade with trends.







April 5th, 2022

## CHÂTEAU COS D'ESTOURNEL

2<sup>ème</sup> Grand Cru Classé en 1855, Saint-Estèphe

Charles Thomas

Commercial Director

## A Burgundian at Cos d'Estournel

*It has two singularities:*

- Historic: a close relationship with the Orient and Asia in particular
- Vinification: thanks to our new gravity cellar, we have better control of the vinification process and greater precision of the tannic grain.



April 12th, 2022

## CHÂTEAU L'EVANGILE

Pomerol

Juliette Couderc

Operations Manager

## Road Trip to Domaines Barons de Rothschild à Bordeaux

*L'Evangile reflects the complexity and the diversity of the Pomerol terroir. Its DNA is marked by the power and density of the merlot on our clays and the silky texture of our tannins. The tension and liveliness are provided by cabernets francs on gravel soils. They will keep the freshness. We produce a complex and balanced wine.*



April 7th, 2022

## CHÂTEAU AUSONE

1<sup>er</sup> Grand Cru Classé, Saint-Emilion

Pauline & Edouard Vauthier

Vine Growers, Winemakers, Co-Owners

## The 11th generation in Ausone

*All our Châteaux have a majority of merlot, except Ausone which is a blend of 50% merlot and 50% cabernet franc. It is difficult to generalize all our estates, but all our wines have a nice tension on the palate. This is very important for us.*



April 13th, 2022

## CHÂTEAU RIEUSSEC

1<sup>er</sup> Grand Cru Classé en 1855, Sauternes

Jean de Roquefeuil

Operations Manager

## Road Trip to Domaines Barons de Rothschild à Bordeaux 2

*The new bottle and packaging of Rieussec 2019 was a massive technical challenge (size, cork, label). It was a real collective and participative project that Saskia de Rothschild conducts. I spent 50% of my time on it last year and I learned to work in a team. It was a rewarding moment...*







April 14th, 2022

## CHÂTEAU DUHART MILON

4<sup>ème</sup> Grand Cru Classé en 1855, Pauillac

**Eric Kohler**

Technical Director of Duhart Milon and Lafite Rothschild

## The deep stature of a Grand Pauillac

Duhart-Milon has a particularity: it has a terroir that produces late maturity grapes. It was perhaps a disadvantage 30 years ago. Wines were reserved and sometimes perceived as austere. Today, with climate change and the risk of over-ripeness, it is a great advantage. Duhart-Milon does very well in very hot vintages like 2003, a difficult year in Bordeaux, imagine 2022!



April 22nd, 2022

## CHÂTEAU LA CONSEILLANTE

Pomerol

**Marielle Cazaux**

General Manager

## The emotional vintage 2021

We have a unique terroir in Pomerol with some vines in Saint Emilion. Indeed, we have one parcel in front of the road, near Cheval Blanc. This mix allows an extraordinary aromatic bouquet to La Conseillante's wines, good in its youth and suitable for ageing.



April 20th, 2022

## CHÂTEAU GRUAUD LAROSE

2<sup>ème</sup> Grand Cru Classé en 1855, Saint-Julien

**Arnaud Frédéric**

Commercial Manager (until end 2022)

## Born in Gruaud Larose

Our main asset in Gruaud Larose is our exceptional terroir of 82-ha in a single block, positioned among the most beautiful hillsides of the appellation. The homogeneity of this terroir makes it a Cru capable of producing wines with exceptional ageing potential. Cabernet Sauvignon is the king (84% of the 2021 blend).



April 26th, 2022

## ALEXANDRE MA

Wine Critic

## Meeting with Alexandre MA

My dream is to teach people so they can say: I love this Château because of its terroir and its vinification. Consumers need to develop their own tastes.







May 5th, 2022

**STÉPHANE DERENONCOURT**  
Consultant Winemaker

## “Geo-Sensory

*I have a geo-sensory approach. I like the idea that wines reflect their place of production, that terroir is put in the middle of everything. This also requires a certain precision on the maturity point of the grapes. We want to have wines with good maturity and freshness. Finally, sweet extraction maintains the pleasure and sensuality on the palate.*



May 13th, 2022

**THOMAS DUCLOS**  
Consultant Oenologist

## “The man who observes the nuances

*I do not like boxes. The important thing is observation, the notion of time and of prophylaxis as well as reduction of inputs. You have to do everything you can to avoid problems and not wait for them to happen.*



May 10th, 2022

**JANE ANSON**  
Author Inside Bordeaux & Wine Critic

## “When Inside La Place meets Inside Bordeaux

*Bordeaux is an interesting place connected with the world. It is located on the coast and always has throughout its history been linked with travel and trade. A lot of trends have started in Bordeaux over the years, from modern-style barrel ageing to branding to understanding the mechanisms behind malolactic fermentation. It has always been on the frontline, and is a great place to be!*



May 17th, 2022

**CHÂTEAU MARGAUX**  
1<sup>er</sup> Grand Cru Classé en 1855, Margaux

**Aurélien Valance**  
Deputy Managing Director, Marketing and Operations

## “The pursuit of perfection

*Château Margaux wines have an extreme charm. They are like silk: soft and solid. They have incredible perfume, texture, and soft tannins. I really like the immediate pleasure they give when you drink them now, they are even better after 50 years.*







May 21st, 2022

## CHÂTEAU GRAND PUY LACOSTE

5<sup>ème</sup> Grand Cru Classé en 1855, Pauillac

*Emeline & Pierre-Antoine Borie*  
Directors & Co-Owners

## Sharing between brother and sister

Our hearts belong to Pauillac. We are the 5th generation to work in the wine industry. Terroir expresses itself in each bottle of wine. It has not changed since 1855 classification!

GPL is elegant and complex with a lot of freshness and minerality. It has silky tannins that are very well integrated into the wine.



June 3rd, 2022

## CHÂTEAU DAUZAC

5<sup>ème</sup> Grand Cru Classé en 1855, Margaux

*Laurent Fortin*  
General Manager

## The innovative man

Dauzac's taste comes from its magnificent plateau of Labarde, just opposite the Château. The wine is the most Saint-Julien of Margaux and the most Margalain of Saint-Julien. It has great balance and drinkability.

This drinkability is very important to me because today's consumer drinks Dauzac a few hours after buying it.



May 26th, 2022

## CHÂTEAU LE GAY CHÂTEAU LA VIOLETTE

Pomerol

**LA VIOLETA**  
Mendoza, Argentina

*Henri Parent*  
Co-Owner

## The man who loves challenges

Our wines are also unique by their taste. It is thanks to micro-vinification that the wood is well integrated and the terroir expresses itself. We have also been doing micro-vinification for La Violette since 2006. Thanks to its terroir, the wine is very different from Le Gay.



June 8th, 2022

## CHÂTEAU L'ÉGLISE-CLINET

Pomerol

*Noémie Durantou*  
Director and Co-Owner

## To anticipate the future while remaining in today's reality

Our wines have a lot of purity in the fruit. They are complex and pleasant, nothing is hidden. We harvest early to preserve the freshness and the fruit: wine is a drink to be shared and we want to create a product of conviviality!







June 13th, 2022

## CHÂTEAU PICHON COMTESSE DE LALANDE

2<sup>ème</sup> Grand Cru Classé en 1855, Pauillac

**Nicolas Glumineau**  
General Manager

## “ Pauillac made in Pichon Comtesse



*Pichon Comtesse is a wine that is inspired by its Pauillac origins today more than ever. I often say: it is a Pauillac made in Pichon Comtesse. It has sensuality, sweetness, density, and minerality. The density is not masculine or aggressive. Balance must be with acidity and alcohol and concentration must be in tannic density. Challenge is to make a wine that can be drunk in 6 years and has the capacity to age.*



June 24th, 2022

## CHÂTEAU CLOS DE SARPE

Grand Cru Classé, Saint-Emilion

**Maylis Marcenat**  
Operations Manager

## “ A diamond to be discovered without moderation



*We have the organic certification since 2020. However, we have never used herbicides, pesticides, and other synthetic products since 1923 (when my family bought the vineyard). I would like to go further and produce a vegan wine. I do not fine our wines and I use only indigenous yeasts.*



June 21st, 2022

## CHÂTEAU LÉOVILLE LAS CASES

2<sup>ème</sup> Grand Cru Classé en 1855, Saint-Julien

**Florent Genty**  
Commercial Manager (until Nov. 2022)

## “ The greatness of Léoville Las Cases



*Our vineyard strategy evolves because of climate changes. We have introduced a green cover to protect the terroir at the soil level. The soil is worked more gently. The plant is like an iceberg, what you see is only the top, the rooting system is more complex. The objective of this soil work is to encourage the roots to go deeper.*



June 26th, 2022

## CHÂTEAU KIRWAN

3<sup>ème</sup> Grand Cru Classé en 1855, Margaux

**Stanislas Thierry**  
Development and Communication Director

## “ A new face in Kirwan



*We started to harvest earlier, and we changed consultant: Eric Boissenot is now taking care of the estate. We did a wine that I like to call the “Modern Kirwan”. It is pure, fresh, and has a really good balance. We also did a lot of work on the vineyard. It was a big reflection on which grapes and rootstock to plant. Kirwan only has 30% merlot and the rest is cabernet sauvignon, cabernet franc, and petit verdor.*







July 1st, 2022

## CHÂTEAU ANGÉLUS

1<sup>er</sup> Grand Cru Classé, Saint-Emilion

*Stéphanie de Boüard-Rivoal*  
Director

## A family history

Angélus is different by its encepagement: lots of Cabernet Franc, as well as its terroir which is most likely one of the best terroir around for Cabernet Franc. We are very glad of our vineyard which has a variety of terroirs.



July 8th, 2022

## CÉDRIC ROUREAU

President of the Courtier Syndicat

## Le courtier en vin: The wine notary

Today, we centralize all kinds of information on wines. We assist négociants in their requests for documents (packaging, files, analyses, certificates, dates, dimensions, weights) and all the other information required for the sale. The same applies to the châteaux, for whom we provide information on the exchange of places (volumes, prices). This is an evolution that we have been observing for several years now, with a requirement for the quality of the information returned.



July 6th, 2022

## ERIC BOISSENOT

Consultant Oenologist

## Born to serve the terroir

The driving force is harmony and balance. We have to handle the available resources, namely the terroir and all that is at our disposal. Regarding the way of vinification: no strong extraction, no over-maturity, and above all no standardization. My role is to release the expression of the terroir. I taste up to 10 hours a day during the vinification, from harvest to blending: "It's the most creative and interesting part".



June 12th, 2022

## CHÂTEAU FERRIÈRE

3<sup>ème</sup> Grand Cru Classé en 1855, Margaux

*Claire Lurton-Villars*  
Director and Owner

## Follow your passions

Since Chateau Ferriere has been biodynamically managed we have seen a wine with more complexity, more natural material, more mineral salts, and riper tannins. The wine has tension, brightness and more taste.







July 22nd, 2022

## CHÂTEAU CALON SÉGUR

3<sup>ème</sup> Grand Cru Classé en 1855, Saint-Estèphe

Vincent Millet  
Director

## “The dedicated man

*Our wines stand out by its atypical side terroirs and its diversified geological and pedological composition. Also, by the unique heart on its label and by its desirability.*



”



July 29th, 2022

## CHÂTEAU CANTENAC BROWN

3<sup>ème</sup> Grand Cru Classé en 1855, Margaux

José Sanfins  
General Manager

## “My life at Cantenac Brown

*Our new cellar, thanks to the earth, will be a setting for our wines, which will benefit from ideal thermal and hygrometric properties, and this will ensure the qualitative development and optimal ageing of our wines before they reach your table. This cellar will mark the beginning of a new era for Cantenac Brown, with even greater respect for the environment and an ambition to serve nature and wines.*



”



July 26th, 2022

## CHÂTEAU PAVIE MACQUIN

1<sup>er</sup> Grand Cru Classé, Saint-Emilion

Cyrille Thienpont  
Director

## “Right Bank Forever

*Pavie Macquin is a wine with a real unique identity. Like all terroir wines, it cannot be reproduced elsewhere because it is the fruit of inimitable alchemy between soils, climate, exposure, and work philosophy. Its style is not consensual: you either love it or hate it. Its signature is acidity. Pavie Macquin 2016 has a PH of 3.22. That's a white wine pH! Its style is naturally powerful.*



”



August 4th, 2022

## CHÂTEAU TROPLONG MONDOT

1<sup>er</sup> Grand Cru Classé, Saint-Emilion

Aymeric de Gironde  
President of the Management Board

## “The sophistication of Troplong Mondot

*Our wines are a true representation of the place, characterized by a type of soil found nowhere else. Moreover, this soil benefits from the appellation's highest point Troplong Mondot terroir gives its wines a controlled power and a great aromatic palette.*



”





August 18th, 2022

## COLIN HAY

Wine Correspondent “The Drinks Business”

# “Message in a bottle

*I do not strive for the holy grail of objectivity, quite simply because I don't think that it exists. I am happy to embrace and even to share my emotional reaction to wine, not least because I am happy to accept that the ultimate judgment of the quality of a wine is, and can only ever be, subjective. That influences how it goes about tasting. Those critics who are seeking neutrality and objectivity tend to be much more distant from the properties themselves.*



August 25th, 2022

## AXEL MARCHAL

Professor of Oenology at the University of Bordeaux  
and Consultant in Oenology

# “The nuanced vision of a researcher, teacher, consultant and wine lover

*I think that being more environmentally friendly is a reflection of an age that does not like nuance. I believe that score can not reflect the subtlety of wine. To tell the truth, I prefer comments to scores, even if they are not enough read.*



September 8th, 2022

## MARCHESI ANTINORI (Tignanello, Solaia)

Tuscany, Italy

*Stéfano Carpaneto, Tenuta Tignanello Director at Marchesi Antinori (left)  
Francesco Visani, Commercial Director (right)*



# “The innovative spirit of Cabernet Sauvignon in Tuscany

*Our goal is to increase the quality of distribution, and to select customers one by one. We already started a few years ago but we have to go deeper in this direction. Our production volume won't increase. So, the only way to achieve our goals and to increase in prestige and status of the brand is to do a better selection of our customers.*



September 12th, 2022

## PETROLO GALATRONA

Tuscany, Italy

*Luca Sanjust  
Owner of Tenuta Di Petrolo*



# “Kindness in everything

*We started to age our sangiovese in amphoraes when nobody did it before. We did it, in order to keep the purity and the full expression of this grape variety. We started many years ago with the concept of a single vineyard like producers do in Piedmonte and Burgundy. Petrolo is on the map of the best areas in Tuscany and my aim is to have the best single vineyards on this map.*







September 13th, 2022

**BIBI GRAETZ**  
(Colore, Testamatta)  
Tuscany, Italy

*Vincenzo d'Andrea*  
Commercial Director

## Tuscans' grapes forever

*Our wines have a specific personality. It is the old Sangiovese vines in Tuscany that express themselves. They have a lot of finesse and freshness and are very different from others. We are the only ones making Sangiovese in this category. For us, wine is not a competition of power, but it must have great drinkability and be drunk with pleasure!*



September 15th, 2022

**CAIAROSSA**  
Tuscany, Italy

*Francesco Villa, Vineyard Manager (left)*  
*Marco Lipparini, Cellar Master (middle)*  
*Daniele Parri, Export Manager (right)*

## Supers Tuscans Caiarossa

*Caiarossa red is the expression of the terroir with 7 different grape varieties (Syrah, Cabernet Franc, Merlot, Cabernet Sauvignon, Petit Verdot, Sangiovese and Grenache) and the expression of the vintage. We change the percentage of grape varieties in the blend every year to keep the style of this great wine: complexity, generosity, and balance.*



September 14th, 2022

**MAZZEI**  
(Siepi, Concerto)  
Tuscany, Italy

*Giovanni Mazzei*  
Export Director

## 25th generation of the Mazzei family

*Sangiovese brings freshness and dynamism. Merlot gives roundness and more depth in mid-palate. Our wines are brilliant and have a powerful character due to the unique location of our vineyards: a historic terroir, a magical place, full of resources for the vine. Finally, our wines are very drinkable, going perfectly with all types of food.*



September 16th, 2022

**TENUTA CASTELGIOCONDO**  
Tuscany, Italy

*Davide Bozzon*  
Winemaker at Tenuta CastelGiocondo

## Supers Tuscans CastelGiocondo

*It is an ongoing project: to make the most elegant wines of the highest quality possible. All resources are put into place to make the best quality. It all starts in the vineyard where we adapt a strict selection of the best vines for our Brunello di Montalcino.*







September 21st, 2022

## CHÂTEAU HAUT BATAILLEY

5<sup>ème</sup> Grand Cru Classé en 1855, Pauillac

Jean-Charles Cazes  
Director and Co-Owner

## “A passionate entrepreneur

The property is located in the very south of the appellation, its vines adjoining those of the neighboring commune. This has a notable influence on the wine style produced: elegant with a fine tannic structure, it will evolve towards more complexity and depth with time... Without a doubt, Haut-Batailley is a property that will continue to grow in the coming years.



September 30th, 2022

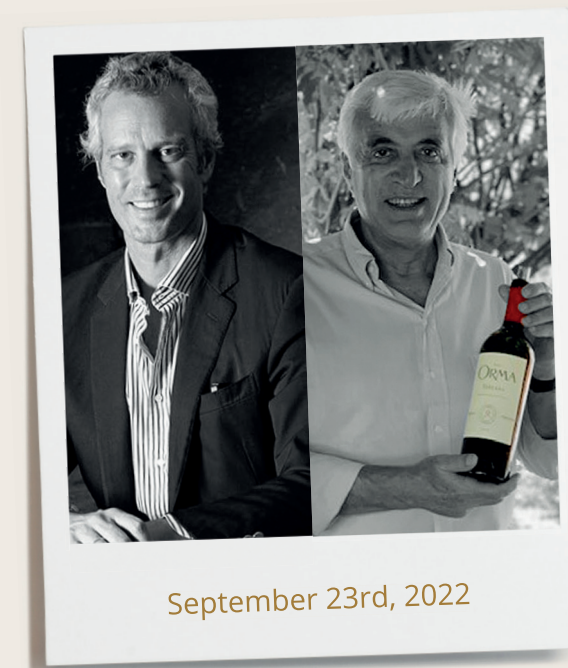
## CHÂTEAU CLERC MILON

Grand Cru Classé en 1855, Pauillac

Caroline Artaud  
Director Château Clerc Milon, Baron Philippe de Rothschild

## “The true identity

What I like is the location of this vineyard: it looks out over the Gironde. It is unique because it is only 400 meters from this estuary. We have slopes that go down from 23 to 7 meters, with a favorable orientation of the vines: south and south-east and of course towards the Gironde. This considerable mass of water is a regulator bringing coolness during hot periods and vice versa.



September 23rd, 2022

## TENUTA SETTE PONTI

Tuscany, Italy

Antonio Moretti Cuseri, Founder Tenuta Sette Ponti (right)  
Alberto Moretti Cuseri, Export and Communication Director (left)

## “From father to son: Tenuta Sette Ponti

La Place de Bordeaux is a key distribution channel for us. For its history and continuous search for wines that are excellent. For its capillarity and its very high-level distribution network, with a fantastic heritage, it maintains underlying craftsmanship that is fascinating but also guarantees a relationship with people. Bordeaux allows us to reach new markets with a positioning that is never wrong.



October 7th, 2022

## CHÂTEAU BRANAIRE DUCRU

4<sup>ème</sup> Grand Cru Classé en 1855, Saint-Julien

François-Xavier Maroteaux  
President and Co-Owner

## “In partnership with La Place

Our signature is defined by 3 factors, to make wines: with the purest fruit, with a lot of freshness, with elegance. You will find this triptych in every vintage. After years of major work in the vineyard, we are also going to continue to follow this philosophy in our vat room by increasing the number of our vats from 38 to 75.







October 14th, 2022

## CHÂTEAU PHÉLAN SÉGUR

Saint-Estèphe

*Véronique Dausse*  
Managing Director

# “Wine and Gastronomy

Phélan Ségur is fortunate to be located in a dynamic communal appellation and whose recognition is progressing very significantly. Our syndicate (ODG) is dynamic, providing technical support but also opportunities to develop the reputation of St Estèphe wines. These last vintages show the potential of the appellation in a context of dry and hot climate. Our famous clay gravels on our beautiful terraces are working wonderfully. Our wines are powerful and structured.



October 28th, 2022

## CHÂTEAU MONT PÉRAT

Côtes de Bordeaux

*Thibault Despagne*  
Winemaker

# “Free-thinker

We believe in precision viticulture because making good wine in Bordeaux requires meticulous work in the vineyard: pruning, bending, leaf removal, green harvesting...We have to know where we are going throughout the growth of the vine and what we want to achieve! We are passionate and have a long-term vision. Our goal is to bring our consumers with us on this beautiful adventure of making great wine in a unique terroir but not in a big appellation.



# “The man close to its customers

Wines of Issan are distinguished and unique by their balance. Our vineyard is precisely located on the 45th parallel North (latitude 45.0) magical line. Estate is divided into two parts, 50 hectares of mixed farming and 53 hectares of vines in the Margaux appellation, and is surrounded by a walled enclosure dating from 1644 and a planted enclosure several kilometers long.



October 21st, 2022

## CHÂTEAU D'ISSAN

3<sup>ème</sup> Grand Cru Classé en 1855, Margaux

*Augustin Lacaille*  
Commercial Director vignobles Cruse-Lorenzetti



October 28th, 2022

## DOMAINE DE CHEVALIER

Grand Cru Classé de Graves, Pessac-Léognan

*Olivier Bernard, General Manager (left)*  
*Rémi Edange, Deputy Director (right)*

# “The greatest wine is the one I will make tomorrow

2022 will be remembered as an exceptional vintage, with almost permanent sunshine and no significant rainfall! This unique climate, sunny, warm and dry, produced fruit and wines of exceptional quality. A special mention for the Sauvignon Blanc and Cabernet Sauvignon, the king grapes of our terroirs, which are sublime.







November 9th, 2022

## CHÂTEAU MARQUIS DE TERME

4<sup>ème</sup> Grand Cru Classé en 1855, Margaux

Ludovic David  
General Manager

# “Cuvée 1762

Marquis de Terme is a balance between fruit and power, silky tannins and length in the mouth. It gives pleasure and never stops telling a story. Each year, I look for methods to obtain a fruity structure and the roundness of the tannins while seeking even more elegance and sensuality.



November 25th, 2022

## CHÂTEAU SAINT-PIERRE

4<sup>ème</sup> Grand Cru Classé en 1855, Saint-Julien

## CHÂTEAU GLORIA

Saint-Julien

Jean Triaud  
Director

# “Traditional & modern

Saint-Pierre is small for a Médoc property, only 17 hectares, whereas the appellation has 920 hectares. Its geography benefits from a beautiful location with a rare homogeneity of soil. The vines have an average age of 60 years. Saint-Pierre has the highest proportion of Cabernet Sauvignon in Saint Julien: 80%. Saint-Pierre has the typicality of a Saint Julien in its complexity and tannic richness.



November 18th, 2022

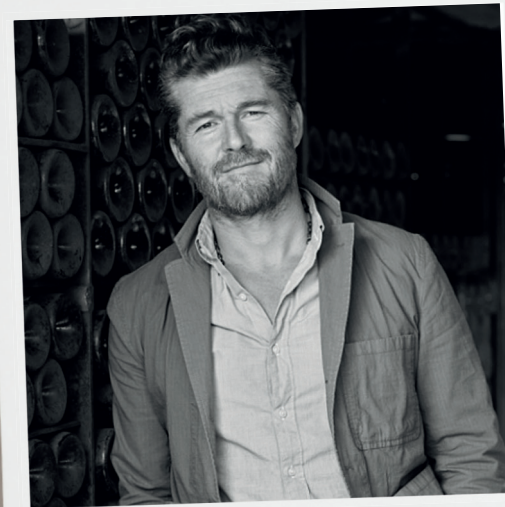
## CHÂTEAU COUTET

1<sup>er</sup> Grand Cru Classé en 1855, Barsac

Aline Baly  
Marketing and Communication Director, Co-Owner and Manager

# “Gold Wine

My dream would be that our wines, Barsac and Sauternes, would always be listed as Gold Wines in restaurants and not as dessert wines. There are Red Wines and White Wines, so let's note Gold Wines! It's the logical thing to do.



December 2nd, 2022

## CHÂTEAU RAUZAN SÉGLA

2<sup>ème</sup> Grand Cru Classé en 1855, Margaux

## CHÂTEAU CANON

1<sup>er</sup> Grand Cru Classé, Saint-Emilion

Nicolas Audebert,  
General Manager

# “Create surprises every year

Good harvest 2022! The spring frost and dry summer did not destroy everything: the grapes were not too ripe, they had juice with a nice tension. It got hot very early and the grapes were able to get used to it and protect themselves with a thick film. It was able to structure itself from the month of June and has, thanks to this, a maturity without excess. Overall, the vines on the great terroirs have held up well and will produce magnificent wines.







December 9th, 2022

## LA COMMANDERIE DU BONTEMPS DU MÉDOC, DES GRAVES, DE SAUTERNES ET BARSAC

**Emmanuel Cruse**  
Grand Master, and Co-Owner of Château d'Issan



### “The Grand Master Interview

*The Place de Bordeaux is a remarkable system that has proven efficiency and which gives many advantages to importers and distributors. The proof being, many wines outside Bordeaux want to be distributed by it.*

”



December 22nd, 2022

## JEAN-GUILLAUME PRATS

President of Château d'Estoublon  
Vice-Chairman of Château Léoville Las Cases

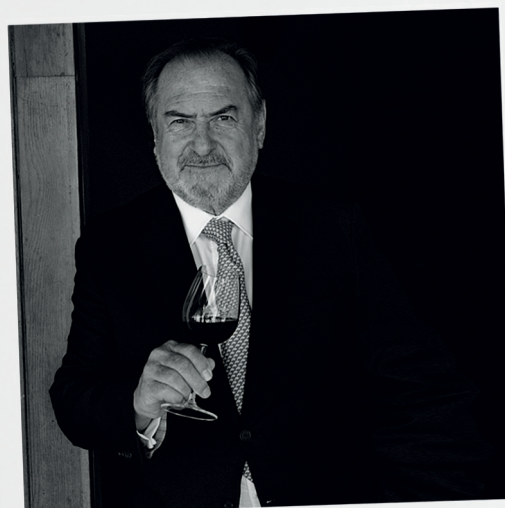


### “The wine entrepreneur

*Bordeaux has many remarkable assets such as:*

- Its terroir, its magic, its châteaux, its simplicity
- Its ecosystem with La Place de Bordeaux, which is extraordinary to talk about the brands and their wines around the world
- Its skills centers for research and training are at a very high level and recognized worldwide.

”



December 16th, 2022

**MICHEL ROLLAND**  
Consultant Oenologist



### “50 years of career time flies

*I don't want to talk about a Rolland style because I am coaching, I am not making the wine on my own. I define myself as someone who tries to find the best possible style for wine depending on where the estate is located. I consult in 23 countries and for 70 domains, it is not possible to make the same wine and in the same way in the United States, in France, in Italy...You have to adapt the technique to the place where you are.*

”



December 29th, 2022

**CHÂTEAU PONTET-CANET**  
5<sup>ème</sup> Grand Cru Classé en 1855, Pauillac

**Mathieu Bessonnet**  
Technical Director



### “The Globetrotter and Biodynamics

*2022 was a harvest of choices, because there were no constraints, neither by diseases, nor by weather. We harvested in 20 days, usually, it is around 10 days. We took the time to wait for each plot optimal maturity. In this sense, the vintage was very peaceful and pleasant.*

*As for the quality, the vintage shows incredible power with beautiful persistent acidity. It shows that our old vines are resilient.*



”





Through a logistic trilogy, we would like to share with you the life of a wine, from the bottling to the wine's arrival at the distributor.

In step 1, Aurélien VALANCE from Château MARGAUX (below), explains the preparation process from bottling to the collection by the merchant.

In step 2, David VIDAL (Warehouse's director) presents the storage environment of the negotiant.

Finally, step 3, Patrick BONGARD from HILLEBRAND-BORDEAUX (DHL group), explains the environment of logistics and transport of goods to their destination.

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## The wines' storage by Roland Coiffe & Associés

*On a technical level, the wine is stored at a constant temperature of 15°C, in a clean and secure area. We have alarms and a 24-hour remote surveillance system. Security guards make nightly rounds of the site. We can provide a certificate of all this, if the customer requests it. This identification and computerized traceability then guarantees the proper preparation of orders. It is one of our commitments to have a quality and service rate of 99%.*



January 18th, 2023

### ROLAND COIFFE & ASSOCIÉS LOGISTIC WAREHOUSE

David Vidal (right)

General Manager Sicsoe (Roland Coiffe & Associés' Warehouse)



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## The preparation of an order by Château Margaux

*All our bottles of Château Margaux, Pavillon Rouge and Pavillon Blanc are stored in our cellars at a constant temperature of 15°C and a humidity of 70%. The bottles have only a thin cap to protect the cork. For more than 20 years, we have implemented a number of measures to allow better traceability of our bottles. All our bottles:*

- Carry an individual laser-engraved alphanumeric code (since 1996)
- Have the front of the castle and the vintage engraved in the base (since 2000)
- Are equipped with a ProofTag (since 2011).



January 10th, 2023

### CHÂTEAU MARGAUX

Aurélien Valance

Deputy Managing Director, Marketing and Operations



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## Inside Fine Wines' logistics

*First of all, on an administrative level, we have to make sure that everything complies with the customs regulations of each country and that the specific taxes are paid. We must therefore be able to solve these constraints.*

*Secondly, on a technical level, wine is a fragile product. Transport can have a qualitative impact on the wine if it is badly done. That's why 90% of our customers opt for a reefer container (refrigerated container). In our business, there are 2 key words: quality and compliance.*



January 19th, 2023

### HILLEBRAND

Patrick Bongard

"Micrologistic & Brand" Director, Bordeaux







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